Truespec
Truth In Every Device

Brand guidlines

Presentation by
- Rogers
- Kato

Truespec

Sealed in Trust

The Problem

1 in 6 smartphones sold is fake, refurbished, or tampered
Consumers lose money, trust, and data security
Counterfeits are hard to detect with the naked eye

The Solution — TrueSpec

AI-powered app that instantly checks a phone's authenticity
Scans software + hardware to detect:
↘ Original | ↘ Refurbished | ↘ Fake or Modified

Empowers users with transparency, trust, and control

Mission

To make authenticity transparent and digital trust accessible for everyone.

Who We Help

- Everyday buyers of second-hand phones
- Retailers & marketplaces verifying inventory
- Technicians diagnosing hidden issues

Vision

To become the global trust standard for phone authenticity.

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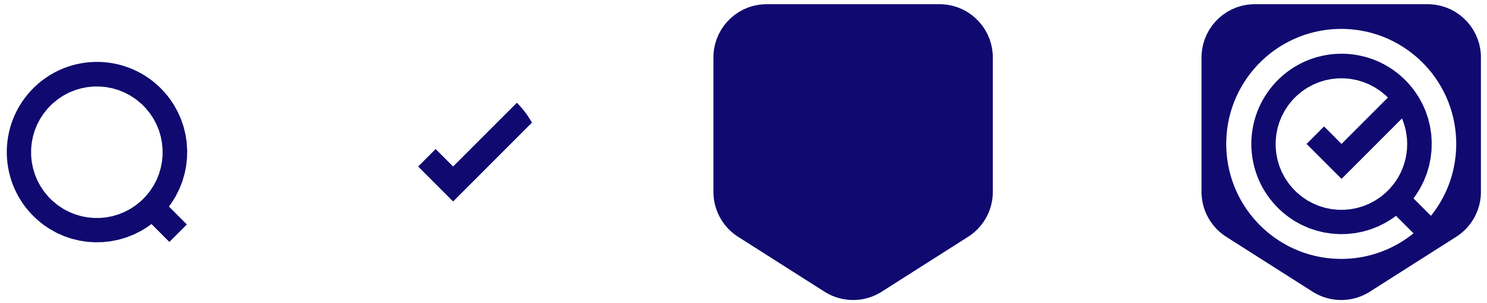
Clear space



02.

The logo

Tusiime Rogers

Kato Yosaya

Aa

Magnetik

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Thin

ExtraLight Italic

Regular

Medium Italic

Black

Raisin Black

Hex #262626
RGB 38, 38, 38
HSB 224.94, 0%, 14.9%
CMYK 71.04, 65.1, 63.99, 69.32

Dark Blue

Hex #100D70
RGB 16, 13, 112
HSB 242, 88%, 44%
CMYK 100, 99, 21, 21

Pure Blue

Hex #0000FF
RGB 0, 0, 255
HSB 240, 100%, 100%
CMYK 88, 77, 0, 0

Light Blue (Lavender Tint)

Hex #D7D6FD
RGB 215, 214, 253
HSB 242, 15%, 99%
CMYK 13, 14, 0, 0

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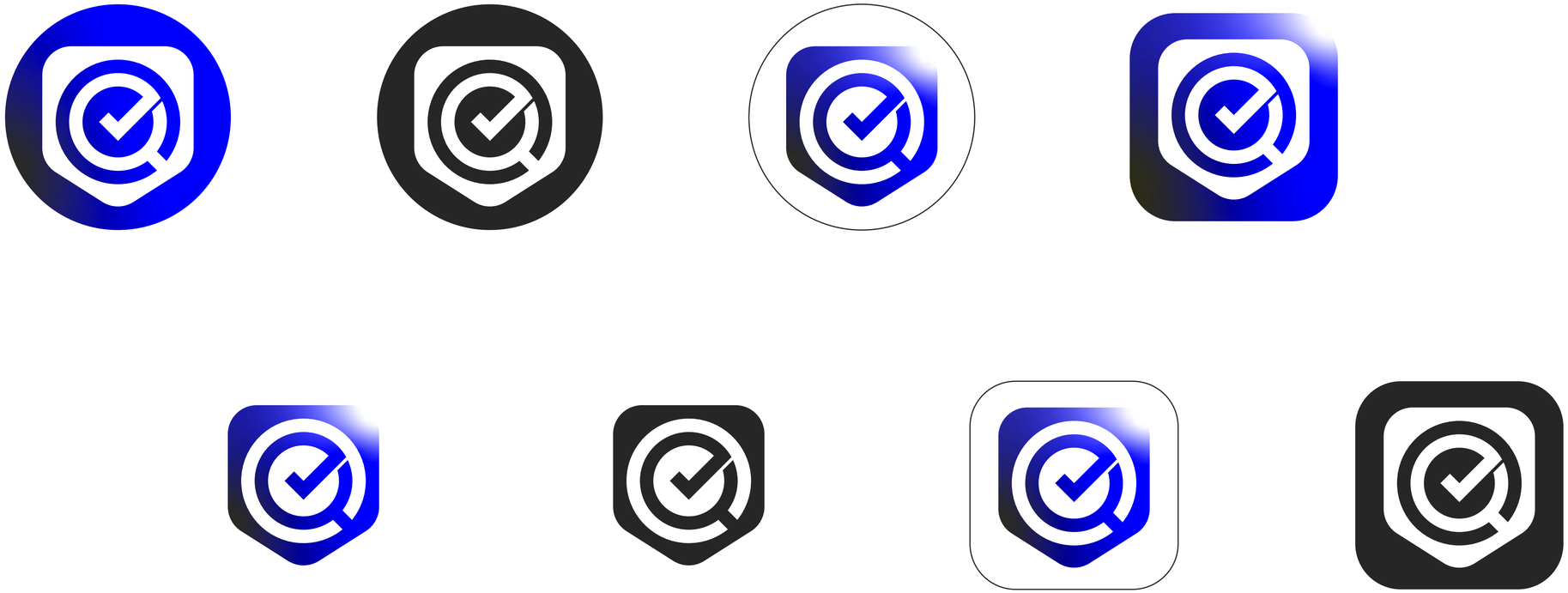
T-shirt

05.

Brand collateral

Tusiime Rogers

Kato Yosaya



06.

Iconogrephy

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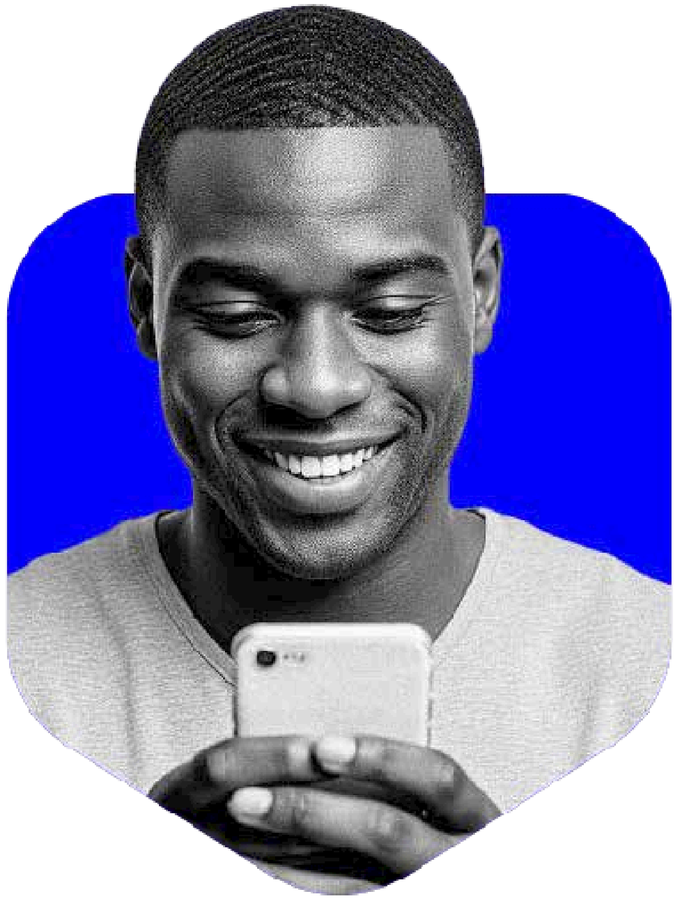

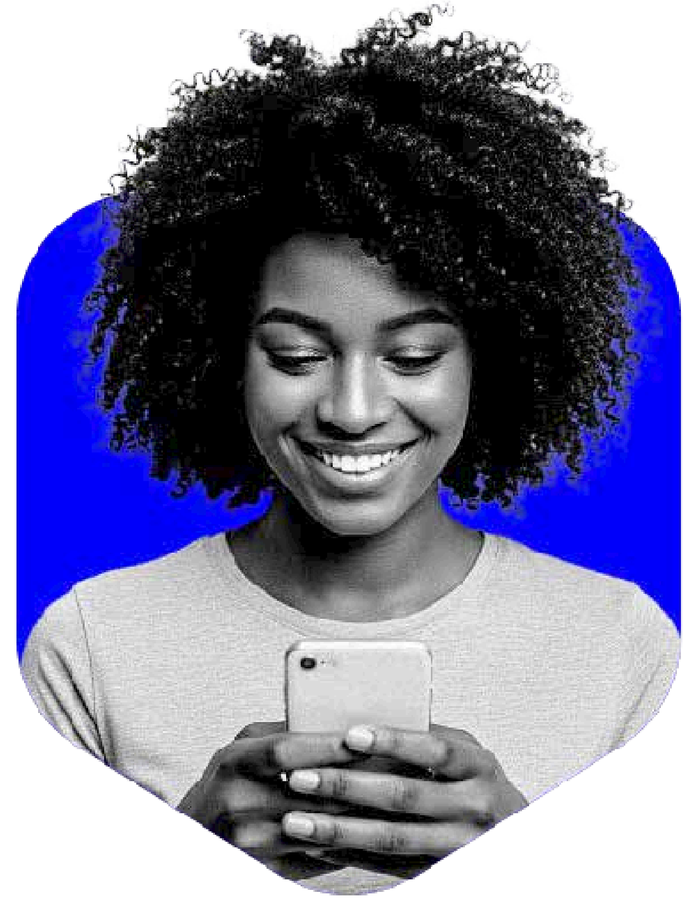

07.

Imagery

Tusiime Rogers

Kato Yosaya

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